SMITH COLLEGE
NORTHAMPTON, MASS.

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Release at Will

Northampton, Mass. Oct. 1953...Broadcasts from the student owned and operated Smith College radio station, WCSR, will now be able to reach all parts of the Northampton campus. A newly-laid underground cable, attached to 110 Northampton electrical lines has been completed, and will allow students in distant corners of the sprawling campus to tune in 600 on the dial and hear the voices of radio-minded classmates conducting quiz programs, reviewing plays, announcing classical records, and commenting on the latest popular music.

The $2000 cost of the cable was raised by the students themselves, and Albert D. King, radio engineer of Northampton, Mass., directed the installation of the cable. The innovation was prompted by growing complaints from Smith College students that they could not tune into their own station.

It was on January 6, 1949, that Smith College heard the voice of WCSR for the first time. A little more than a year later, during March 1950, the student operated radio station, together with similiar organizations at Amherst College and the University of Massachusetts blazed a trail in student broadcasting with the formal opening of the Pioneer Broadcasting System, the first intercollegiate network in the United States. Most schools have independent stations and occasionally exchange programs with neighboring colleges, where as these three independent stations are connected by telephone wires. A United Press teletype at Amherst College also supplies hourly news to the Smith station.

A gold stamped certificate at WCSR headquarters asserts that the purpose of the joint network, which has 9,000 potential listeners on the three campuses, is the furthering of educational radio. Interpreting the word "educational" in its broadest sense, PBS was formed to provide a greater diversity of shows and talent, and to lessen the burden of programming by each independent station.

It is hoped that the installation of the new cable will be the starting point for a program of expansion for the Smith radio station. An anonymous gift of

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$250 for the purchase of additional equipment and records has provided a new two hour music show which will be heard each weekday afternoon.

Currently WCSR has one national sponsor. The time that would normally be taken up by commercials is used instead to publicize campus activities. Although Northampton residents could previously tune into WCSR, the cable which replaces the old aerial will confine WCSR listeners completely to the Smith campus.

Student officers of WCSR are: station manager, Miss Janet White, senior, New Haven, Conn: production director, Miss Kathleen Herty, senior, Hellertown, Penn.; technical director, Miss Camilla Davis, junior, Mt. Kisco, New York; executive secretary, Miss Almeria Thompson, junior, Houston, Texas; and advertising manager, Miss Dorothy Coffman, junior, Holyoke, Mass.

WCSR broadcasts Monday through Friday from 8 to 9 a.m., 2 to 6 p.m., and 7 to 10:45 p.m., and on Sunday from 9 a.m. to 1 p.m., 4 to 6 p.m., and 7 to 10:45 p.m. There are no Saturday broadcasts.